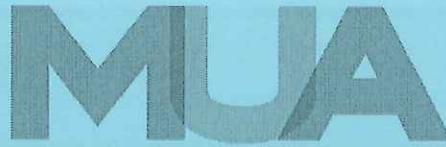


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 300: MARKETING PLANNING AND CONTROL

DATE: 15TH DECEMBER 2017

**DURATION: 2 HOURS
MAXIMUM MARKS: 70**

INSTRUCTIONS

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

Since 2007, the leading mobile operator in Kenya, Safaricom launched one of the most successful implementations of a mobile money transfer service, M-PESA. The product is called M-PESA since "Pesa" is the Swahili word for money and the "M" is for mobile. The service has grown rapidly since launch, and is currently used by over 8 million subscribers. M-PESA is a SMS-based system that enables users to deposit, send, and withdraw funds using their mobile phone. Customers do not need to have a bank account and can transact at any of the country's over 11,000 agent outlets. Registration and deposits are free and most other transactions are priced based on a tiered structure to allow even the poorest users to be able to use the system at a reasonable cost. Transaction values are typically small, ranging from USD 5 to USD 30.

M-PESA was the first product of its kind to be introduced in Kenya and is generally viewed as a successful implementation that should be used as a model for other developing countries. Company Information as of March 2009 Anchor Product or Products National remittance is the main product offering of M-PESA. Safaricom positioned the product as a fast, safe and easy way to 'send money home'. The service also enables airtime purchase, bill payment, ATM withdrawal and purchase of goods and services. Mobile Phone Penetration Medium - by the end of 2008, mobile penetration in Kenya was 39% or over 15 million subscribers. The subscriber base is expected to rise to 29.28 million, or 66.7 percent penetration, by year-end 2013. Literacy Levels High - literacy levels in Kenya are over 90% for males and over 80% for females. In Kenya, 83% of the population 15 years and older have access to mobile phone technology.

Required

- a) What is your understanding of the term marketing planning? (3 marks)

- b) Assuming you are the product manager for Safaricom what are some of the marketing plans you could have formulated for the M-pesa (12 marks)
- c) Distinguish between competitor and industry analysis in marketing planning. (4 marks)
- d) Explain the importance of market planning to a firm like Safaricom (6 marks)

QUESTION TWO

- a) In market planning and control what is the role of an executive summary? (5 marks)
- b) Describe any four Product/market strategies involved in target strategies (10 marks)

QUESTION THREE

Product are very important for any of kind of business.

- a) Compare and contrast tangible product from augmented product. (6 marks)
- b) Differentiate captive product pricing from product bundle pricing in market planning. (9marks)

QUESTION FOUR

- a) Outline the benefits of selective distribution strategies in marketing planning and control (8 marks)
- b) The company Z has decided to communicate directly with its current and potential customers. Assess the benefits of such strategy (7 marks)

QUESTION FIVE

- a) A marketing plan needs Control. What is the rationale of doing this? (6 marks)
- b) Describe any two types of strategic controls (9marks)

QUESTION SIX

Evaluate the five steps of strategic control process (15 marks)

